

Economic Development: Traded Sector Jobs Strategy

Vision: Gresham as a premier economic engine and key partner in Portland metropolitan regional growth

Goal 1: Manufacturing

Strengthen and grow Gresham's existing manufacturing sector, retain existing family wage jobs, and create new family wage jobs through expansion of existing companies and recruitment of new companies.

Strategies: Manufacturing

- Evaluate current incentive programs and consider modifications to attract high value and/ or high employment manufacturing companies
- Offer businesses streamlined, responsive and customer driven services for expansion and new construction, and new business start-ups
- Continue focus on retention of existing manufacturing companies keep in contact with companies to:
 - assess current situation and provide needed support services (e.g. Business Oregon financing, workforce training)
 - connect companies with new opportunities (new industries, new products, potential partnerships with other local companies, etc.)
- Strengthen regional partnerships which provide programs for national and global expansion and growth of the manufacturing sector

Goal 2: Clean Technologies

Further Gresham's position as a preferred location for clean technology companies – including support industries. Expand focus to include clean technology sub-sectors like electric vehicles, battery storage, smart grid technology, building integrated systems and wind, wave, and solar manufacturing.

Strategies: Clean Technologies

- Aggressively target and recruit high wage/high investment companies by:
 - promoting Gresham's ready-to-go, high quality industrial sites and streamlined permit processes
 - participating in key sector trade shows and events, in partnership with Team Oregon, Greater Portland, Inc., and others
 - marketing Gresham and Oregon's strong incentive programs
- Complete industrial site certification of Gresham Vista Business Park (former LSI Campus) in partnership with Port of Portland
- Continue to demonstrate political commitment to growth of the clean technology sector in Gresham and the region

Goal 3: Professional Services

Encourage job creation and new investment in Gresham's industrial and regional centers. Focus on professional service companies which fit the industrial services model allowed by Gresham's development code.

Strategies: Professional Services

- Research and implement new tools/programs to encourage industrial/professional service firms in Gresham's industrial and regional centers
- Market the attributes of Gresham's available industrial and employment areas to state and regional developers, realtors, and appropriate business associations as a viable location for professional service firms



• Tie in with strengths in professional services (software, design, creative services) identified in regional Comprehensive Economic Development Strategy (CEDS)

Key Partnerships

Port of Portland:

Gresham will work closely with the Port of Portland staff to market the Gresham Vista Business Park as a prime location for manufacturing, clean technologies, and professional service firms. This partnership includes joint marketing of the business park, as well as teaming up on customized lead submissions and site visits/tours.

Greater Portland Inc.:

As the regions' new public-private Economic Development organization, GPI will play a more significant role in marketing the region, fulfilling recruitment leads, and retaining existing companies. Gresham has a leadership role on the GPI Board of Directors and will continue to provide leadership and input on GPI's strategic role in the region.

Metropolitan Export Initiative:

Gresham will participate in the creation and implementation of the Portland Region's Export Initiative, which is designed to build on the region's strength as an export leader. Other key players include the Brookings Institute, Greater Portland Inc., PDC, and other economic development groups in the region.

Mt. Hood Community College:

Gresham will promote Mt. Hood Community College programs that provide ongoing support to traded sector companies. This partnership will continue to market existing programs and resources (iMatch, Work Keys, Small Business Development Center, customized training, and assistance to new business start-ups) and explore new resources like the Credentials, Acceleration, and Support for Employment (CASE) grant just awarded to MHCC.